

NAVSTA NORVA INSTRUCTION 5420.1

Subj: NAVY EXCHANGE/COMMISSARY STORE ADVISORY BOARD, NAVAL
STATION NORFOLK, VA

Ref: (a) OPNAVINST 1700.2B

Encl: (1) Membership of Navy Exchange/Commissary Store Advisory
Board

1. Purpose. To publish the duties and membership of the Navy
Exchange/Commissary Store Advisory Board.

2. Background. The goal of the Navy Exchanges and Commissary
Stores is to provide the best possible service and merchandise at
the lowest practicable cost to Navy and Marine Corps personnel and
their dependents. The Navy Exchange Service Command and the
Defense Commissary Agency employs various means to sound out
customer complaints or to gauge their suggestions and desires in an
effort to assure the highest standards of patron service. Among
these are; patron suggestion boxes, customer surveys, and
discussions with Navy spouse organizations. To further improve
customer relations and generate direct communications between
management and patrons, the Chief of Naval Operations directed the
establishment of advisory boards to solicit, evaluate, and act upon
customer needs or complaints as outlined in reference (a). Many
benefits can be derived through the free and open discussion
generated by the active participation of both, store and fleet
activities in the Sewells Point area.

2. Discussion. The Navy Exchange/Commissary Store Advisory Board
acts only in an advisory capacity to Commanding Officer, Naval
Station Norfolk, and does not, as a group, engage in any management
or operational duties. The board does not have the authority to
direct or issue any implementing orders in relation to Navy
Exchange or Commissary Store operations. Membership on the board
will consist of representatives from shore and fleet commands in
the area, spouse groups, and other appropriate organizations.
Commands selected for representation are those with personnel
having the greatest need for these facilities and who use them most
frequently. Commands and organizations selected for representation
on the board are listed in enclosure (1). The General Manager,
Navy Exchange Norfolk, will be the Chairman of the Board.

4. Action

a. Representation

(1) Each command and activity listed in enclosure (1) will submit to this command the name, position, rank/rate, address and telephone number of the individual selected to be a member of the board. Personnel selected should serve for at least one year.

(2) Organizations not listed in enclosure (1) who desire representation, should request membership from this command.

b. Meetings. The board will meet in BLDG SDA-314, Navy Lodge Conference Room, Naval Station Norfolk at 1300 on the last Wednesday of the months of April, July, October, and January. Special meetings may be called if warranted.

(1) Agenda Items. In order for the Advisory Board to be most effective, it is intended that board members consult with and solicit from members of their commands and clubs, agenda items, complaints and recommendations. This information will be passed to the Recording Secretary along with other agenda items one week prior to scheduled meetings for inclusion in the agenda.

(2) Minutes. Copies of minutes of meetings will be furnished to this command, board members representing commands and activities listed in enclosure (1), and the Navy Exchange Service Command (PAO).

J. F. BOUCHARD

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